

PHILIP MORRIS INCORPORATED
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

*cc Brand
Managers*

To: Messrs. G. Weissman,
J. C. Bowling, J. T. Landry Date: March 1, 1968
From: R. R. Millhiser
Subject: Corporate Policy on Health Claims in Cigarette Advertising - U. S. A.

A mission of the Philip Morris Domestic Tobacco Division is to create, manufacture and market products, within corporate policy, which are responsive to contemporary consumer demands. The activities in connection with this stated intent will be conducted with a view toward the existence of the Cigarette Advertising Code, the FTC, the NAB, possible litigation liabilities and responsibility to the public.

In general, we do not recommend that we drastically alter those advertising strategies for our major brands which have proven effective but that we establish internal guide lines which will permit us to advantageously meet competitive situations. In the areas of "euphoria" and "package or product change", we are no longer restricted. Also, we are able to enjoy more latitude in "filter" and "menthol" copy (as long as we are factual).

We have no plan in the near future to make any changes in our Marlboro or Benson & Hedges advertising campaigns.

Our Parliament advertising continues to reflect the personality and message contained in the original pool of London commercials. However, we shall reinforce the focus on the recessed filter through more identification on our packaging, through stronger and more direct references in copy to the recessed filter and through camera techniques which will more sharply emphasize the recess in video. We will maintain the identity of Parliament as our Hi-Fi entry. In the near future it is estimated to do this basically through the continued repetitious use of the phrase, "It Makes the Most Out of Mildness." We also intend to concentrate on the recessed filter without flavor association as its reason for being. We additionally intend to use such references as "unique filter" or "sophisticated filtering system."

With respect to the fluted filter Parliament 100's, we need to get into the specifics of a unique sophisticated filtering system and to emphasize its *raison d'être*, which is improved filtration. This particular product requires the presentation in advertising of inferred or implied filtration advantages.

We are currently proceeding to reinstate the brand name Philip Morris Multifilter. Within the same strategy that motivates the return to the Multifilter name, we will need to again stress the advantages of charcoal as a filtering agent and the added advantages of our own coconut shell charcoal.

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Generally, our strategy for Philip Morris Multifilter will be to hit as hard as possible in the area of charcoal or coconut shell charcoal and its many benefits.

We also have the liberty to use independent testing laboratories and other authoritative agencies for endorsement and enhancement of claims in the filtration area.

We would like also to be free to reinstate the program of traveling technicians or authorities, such as Dr. Dunn.

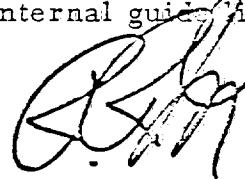
We would also suggest that we reserve the ability to feature such claims as "Respected or Leading Swiss Filter/Patent"; "Famous", if supportable.

The foregoing represent what we feel are guide lines which will allow us to move with expediency and effectiveness to meet competitive challenges.

As the product is further developed, our feeling at this time is that the areas of greatest latitude and freedom of strong advertising expression will be required by the controlled profile product which we are planning for introduction this year. Our planning, in its embryonic stages, encourages us to feel that this may be our strongest entry in the high filtration area and, at the same time, will permit us to avoid the numbers game per se.

This recommendation of the Domestic Tobacco Division is written with the knowledge that industry marketing conditions and the attitudes of the various regulatory bodies are constantly subject to change. As changes in the current climate occur, it is understood that the original group will reconvene to discuss possible alterations in the internal guidelines.

RRM:dk



cc: Messrs. J. F. Cullman 3rd
C. H. Goldsmith
P. D. Smith
T. F. Ahrensfeld
E. J. T. Flanagan

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